

BPIESA

Business Process
Enabling
South Africa

BPESA 2.0 NEWSLETTER

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CEO FOREWORD

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CEO Foreword

Being in the midst of Women's month in South Africa and having just acknowledged International Youth Day, I celebrate the fact that the South African GBS sector has long been hailed for the career opportunities it provides youth where 89% of employee's are youth aged between 18 and 34 and further appreciate that females continued to make up two thirds of the sectors talent.

It is hard to fathom that we are past the halfway mark of 2022 there is no sign of things slowing down and each day we are experiencing an unprecedented interest in South Africa as an offshore location. Each conversation I hold with our stakeholders seems to start with a slightly harassed, "We are so busy" response. What a great problem for us all to have.

Chatting to international colleagues it is clear that in times of crisis, the Global Business Services and BPO sector thrives and grows, this resilience was well demonstrated over the past two years. Additional global pressures such as skills and talent shortages, economic pressures due to rising inflation are resulting in an extraordinary number of enquiries coming into South Africa and local operators are experiencing wonderful growth. Requests are emanating from a mixed pot of clients, intermediaries and BPO's all looking for geographical diversification.

Collective, intensified marketing efforts have supported South Africa's GBS sectors coupled with our recent global accolades and the affordable and quality value we offer as a sector and country. This is truly a global industry and South Africa is well positioned to support the global needs with a quality response and abundance of talent supply.

We have a bumper packed issue covering a number of areas and sustainable scalability is a key theme that runs through the pages. This issue unpacks how broader sector is working together to support and enterprise skills development with some great case studies of partnerships ensuring we remain on-top of the growing demand. Member success stories from across the country share growth, innovation and practicable solutioning towards being purpose driven organisations.



The BPESA Future Skills Platform, shows how both unemployment can be positively impacted and skills challenges can be solved via this digitally enabled and powered "marketplace". And most importantly, we hear from our "secret sauce", the phenomenal youth who represent us as a country each and every day as they engage and interact with local and international customers alike, read more under our Youth Voices segment.

This and more is covered in the latest BPESA newsletter. With the Global Business Services Sector in South Africa as one of the fastest growing sectors and recognized as a priority sector, it's all hands-on deck. The collective support from Private, Public and the Social partners is allowing for a dream we once held to transform into a reality. However, there is no resting, BPESA continues to encourage participation and involvement from all sector stakeholders to assist in realising the co-created Masterplan goal of 500 000 cumulative new jobs by 2030.

The BPESA Team and I look forward to engaging with you and hosting you at the **Annual GBS Investor Conference & Awards** the week of the **7th to 11th November** – pop it into your diaries.

Enjoy the reading.

Reshni Singh
CEO, BPESA



O U R PARTNERS



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Harambee

Harambee Youth Employment Accelerator is a not-for-profit social enterprise building African solutions for the global challenge of youth unemployment. In South Africa we work with many partners who are committed to results that can work at scale – including government, the private sector, civil society, and over 1.5 million youth.

We are committed to changing the system by removing the barriers that keep millions of young South Africans locked out of opportunity. Our vision is of a growing economy and a society that works, powered by the potential of young people.



The dtic

The Department of Trade Industry and Competition (the **dtic**) was established after the merger of the Department of Trade and Industry and the Economic Development Department.

The **dtic** is a dynamic industrial, globally competitive South African economy, characterised by meaningful economic transformation, inclusive growth and development, decent employment and equity, built on the full potential of all citizens.



the **dtic**

Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA



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BPESA Absa Cross Skilling Project

I would just like to give everyone some Insight on how the BPESA Absa Cross Skilling Project has not only benefited so many young people but also our company.

Firstly let us ask our selves what is Skill Training?

The term 'skills' is very broad and really covers all manners of soft and hard skills we need in order to be successful in our professional and personal lives. So what do we mean when we talk about skills training?

In order to be truly successful, we believe you need a good balance of both 'hard' and 'soft' skills, allowing you to perform tasks successfully whilst being confident, communicating clearly and being able to relate to others appropriately. Once you find the balance of knowledge, expertise and emotional intelligence, you can truly do your best.

The skills training we provide for people on this project covers the whole skills spectrum, from time management, presentation skills and performance management, to leveraging numbers, project management and communication skills. We look at everyone individually and are able to provide skills training in areas most applicable to them, in ways that will benefit more than just the professional aspect of their lives.

What are the benefits of skills training?

- It boosts confidence.
- It keeps you healthy.
- It helps you be flexible.
- It can benefit others.
- It gives you motivation.
- It can boost your happiness.

I have seen this with all candidates on this project, they are happy, motivated, driven, and our company in turn has received bright, young talent to service our clients.

We can recruit future talent from this pool on interns and they provide more capacity in our current teams because they are always eager to learn and the skill development consists of Logistic.

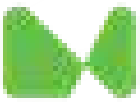
Data analysis and problem solving is key in our business and below is an example of this.

by Maria
(ABSA Cross Skilling Initiative Intern)

Meet Maria, one of our interns, and this is her feedback:



I think the value of experience added to my work is a lot and amazing because now I am able to do a lot of things that I couldn't do and also I have learned a lot that it's quite an achievement to me.



Absa Cross Skilling Project

Merchants Capability Academy: Who we are

In 2021 we (Merchants SA Pty Ltd) celebrated 40-years in the BPO industry, globally skilled at establishing and managing contact centre operations around the world with service offerings based on systems and processes displaying best practice standards in the BPO industry. We have always been committed to providing our people with great opportunities and creating an environment that promotes growth and learning, passionately demonstrating our spirit of "People Matter."

In the same year, we launched the Merchants Capability Academy with the **Vision: "to become a leading provider of high impact GBS skills programmes in South Africa & a key contributor to the upliftment of community skills and to transformation"**.

The Merchants Capability Academy aims to provide jobseekers / youth with a gateway to the world of work contributing to youth employability, drive the development of our employees and provide corporate training as a Go-to market approach.

The partnership with Absa/BPESA provided us with the opportunity to deliver against one of our strategic objectives which speaks to community training and upliftment and contributing to youth employability.



ORGANISATIONAL CULTURE FIT-

A simple belief "people matter" is something we aspire to live by, as do Absa and BPESA, as it helps us hold ourselves accountable for our actions in business AND in our personal lives. It's why we come to work every day. We believe People Matter, and so we will naturally put our people and customers first. But people matter follows a bigger ideology. It includes people outside of our organisation. It includes our client and their customers. It includes the communities we work and live in... and serve. We believe People Matter.

That is our purpose. That is our reason to believe in Innovation (Risk Orientation), Attention to Detail (Precision Orientation), Emphasis on Outcome (Achievement Orientation), Emphasis on People (Fairness Orientation), and Teamwork (Collaboration Orientation). This is driven during the first two weeks while these learners complete the skills programme and is further re-enforced when entering the business. It allows for an easier transition with an almost 'unfair' advantage due to the exposure to our culture and the understanding thereof during the skills development period.

The Interpersonal skills of the "Absa" learners have increased consistently, specifically with regards to communication, initiative, self-motivation, and enthusiasm. We follow a 'hands on' stringent coaching and mentoring model within the business and this assists in achieving and building on existing skills and further encourages our learners to focus on their personal development as well as assess all the possibilities of developing within the Merchants business.



Our skills programme allowed the "Absa" learners to build on the culture of understanding the customer services industry as well as providing them with a 360 degree view of who they are and every angle of their relationship to our business.

Having the conversation with them and their displaying the gratitude for being provided with the opportunity enforces one of our main objectives...provide a gateway to the world of work contributing to youth employability and growth.

This initiative provided 124 unemployed candidates with the opportunity of entering the BPO industry and commence employment as contact centre agents, as well as being afforded the opportunity of further career development future leader opportunities. Here is feedback shared by one of our "Absa" learners:

Youth Name, Surname, Age, Gender: Annita Morobane, 22, Female
GBS Employer: Merchants (Massbuild)
Date of Commencement: 22 March 2022
Date of Review: 21 April 2022

"Commenced work at Merchants SA on 22 March 2022. Originally from Pretoria, came to the mother city for studying purposes in 2019. Merchants' work environment and culture were fun and I love how it feels like home."

"My greatest concerns was whether the working environment was healthy or not. My social skills have improved greatly. I have learnt how to have a high level of patience and tolerance when dealing with unfavourable situations."

How has this programme impacted your life?
"I have learnt to use what I have to get to where I want to be. I am naturally not a person who is huge on social interactions, however, I have learnt to adapt and adjust."

Any Highlights and Learnings we can keep/improve on?
"One of the highlights is the noodles we get from when its mid-month. Another one would have to be the staff function that we were invited to. Lastly, I would say there is family bond within the company so that is my other highlight."

MEMBER NEWS



Work Together
Register

Boldr.

Cape Town takes centre stage during BPO panel discussion

The last couple of years has seen a steady increase in the Business Process Outsourcing (BPO) sector in South Africa. Worldwide lockdowns contributed largely to the adoption of work-from-home arrangements, which further fuelled the global expansion of business opportunities within this industry. While relevant stakeholders envisioned exponential growth for SA in the coming years, they also earmarked the Mother City as the destination most likely to enjoy the fruits of this growth.

On 24 June 2022, four prominent outsourcing industry specialists gathered at the Boldr South Africa offices. There they engaged in a panel discussion about positioning SA as a competitive BPO & GBS destination. However, as opportunities and challenges became apparent, the Western Cape took preference when compared to other regions.

The emergence of a new business strategy

It has already been established that the pros of outsourcing critical business processes to BPO or PEO companies far outweigh the cons, especially where they use outsourcing as a means to reach beyond their HQ locale. Not only does it allow for expansion into foreign territories without the legal requirements, but it allows organizations to enjoy a diversified workforce, while empowering talented individuals who are scattered across impoverished parts of the world.



Unfortunately there will always be the concerns of skills development, fair wages and other employment conditions, some of which have come under scrutiny over the years.

“One of the biggest risks in SA is providing security and safety for those who work late nights,” said David Sudolsky, Founder and CEO of Boldr, a global impact-driven outsource company employing more than 1200 people across South Africa, Mexico, Philippines, USA, and Canada. “That is our primary objective because we are a people-first organization. It is important to consider all socio-economic factors beforehand, like ensuring that there is electricity through means of generators.”

Samkelo Blom from BPESA, believes that the terrain has changed immensely for employers, and encourages them to view the industry from an employee’s perspective.

“Staff loyalty is gone. Days of working for an employer for years and years, are a thing of the past,” Blom said. He further reprimanded employers by adding, “Who wants to work in a call centre for many years and not go anywhere. You can’t have someone in your office for ten years without letting them grow or without creating an adequate position for them to grow into. The age-old employee value proposition of working for a company with an in-house canteen means nothing today.”



Clayton Williams, CEO of CapeBPO, offered a practical comparison, which complemented Blom’s statement. “Gold is a commodity and we treat it with such value. Why do we not also treat our people as a valuable commodity? This way we can ensure their growth and development. Where there is a need, we can’t just put a plaster over it. Those with 10 years experience must be conscious around the company’s investment in those without any experience. They must help to develop these skills and prepare younger candidates for specific positions.”

Current support structures for BPO companies

The Government stimulates outsourcing through several means. Recado Andrews from the Department of Trade and Industry (dtic) explained that they assist with local recruitment drives for outsourcing initiatives by offering annual incentives for each individual employed by a BPO. While not significant, it could be the encouragement needed to reconsider South Africa.

The dtic, together with the World Bank, also sought to simplify other processes when establishing an outsourcing company in the Republic. Previously it took 30 days to register a company in SA. Now with an interactive Business Portal, BPOs can set up and establish businesses within 24 hours.

“South Africa has the client service proposition that sets us apart,” says Andrews. “We need to bring young people into this space.”

Boldr.

The future of outsourcing in the Western Cape

It is no surprise that Cape Town has led the charge in acquiring BPO interests. Where the other regions are dragging their feet, the Western Cape has come to the party in every aspect.

Blom has found the local government to be responsive and open to any form of engagement. "In the Western Cape there is always a representative available or keen to listen. SA is in a sweet spot at the moment. Business leaders hoping to expand will see an opportunity to employ people in a country where there is a 36% unemployment, of which 60% is young people. The government knows it. So, our leverage point is that we will be able to create jobs."

Clayton Williams was quick to point out that South Africa is nowhere near its full potential and that it is lagging behind other countries, such as the Republic of the Philippines. Manila, undoubtedly the outsourcing hub in the Philippines, has a total population of 43 million people, of which more than 1 million are actively employed by organisations within the BPO industry.



"We aim to launch numerous impact initiatives in the more rural South African communities. But it can be challenging to convince larger US- or European-based organizations to hire a portion of their team through these Impact Sourcing Initiatives. The work we are facing is around educating our Clients."

With the stage set for immediate growth in the BPO sector, and the potential relief from the consequences of poverty and unemployment, many South Africans are keen to witness an uptick in recruitment by international BPOs.



"Cape Town has about 4 million people, with around 40,000 working in the BPO sector. That number should be at least 200,000," says Williams.

As the Outsourcing industry in South Africa continues to bloom and add new revenue sources for the country (asides from mining and tourism), other Countries across Africa have looked to South Africa as a guide for setting up their own IT-BPO infrastructure. The only way to rectify this is by continually focusing on the future of outsourcing in the country.

CapeBPO is piloting educational programs in 40 schools, which will include a focus on the BPO industry, something that Williams hopes to launch as soon as possible. Blom and Andrews both expressed their concern that organisations fail to invest in mentoring of employees. Sudolsky, who has worked hard to ensure an extensive internal skills development platform which already forms part of the Boldr culture, further expressed his passion for doing good in the extended community.



Measuring Call Centre agent performance with specific KPIs such as number of calls, number of deals closed, average query resolution time, customer satisfaction rate, its easy to see how an agent's physical and mental well-being are critical to their success and that of the call centre itself.

These agents are integral to new business acquisition and customer retention strategies and play a significant role in resolving customer queries and complaints. In other words, a call centres ability to grow revenue and sustain a brand's goodwill are unquestionably tied to the daily demeanour and outlook of its agents.

It's common place that many call centre employees are sitting for lengthy periods on the cheapest chair available. These chairs are often shared with colleagues, working in shifts, and lack any ergonomic or health benefit dramatically impacting each call, whether with a potential new customer, or an irate existing one.

Employees are left with physical ailments, such as muscle soreness, neck, shoulder, and lower back pain, as well as repetitive strain injuries. The impact of these ailments is easily measurable and quantifiable.

Absenteeism and medical costs are a good indicator of a lack of ergonomics in the workplace. Lower revenue generation, poorer customer satisfaction ratings, etc are also evidence that employee health and wellness is being dramatically overlooked.

ChairClub is actively working to assist companies provide quality ergonomic seating for its staff, especially in the call centre space, where the job itself is tough enough, without the added hindrance of poor physical or mental health.

We have recently joined BPESA to carry the message about our South African manufactured chairs that are available at less than a cup of coffee a day
Long term warranties, varied selection of design and colour options, all with chiropractic and biokinetics approval means adding life to a call centre both literally and figuratively.

Our services include an assessment of the workspace and then the presentation of a Good, Better and Best scenario which provides our clients with three options to choose from, ensuring the employees are happy, the space is optimized, while also factoring in budget as a concern.

Clients can also opt to finance or even take a Full Maintenance Lease option with guaranteed buy-back. Our clients also derive ESG or triple bottom line benefit, through buying local, from a Level 2 BBBEE company, offering a fully recyclable and sustainable product.

Core to this is our Buy One, Give One initiative, where for each task chair we sell, we donate a chair to a school in need on behalf of our client.

Its our mission to make the world a happier place, one ergonomic chair at a time. Visit www.chairclub.co.za

Dastile Wealth Insure is an authorised Financial Services Provider, accredited to sell Financial products for Banking and Insurance sector as well as Investment and Life Plans.

The MD and Founder – Mr Vuyo Dastile, born and raised in Umtata, gained his experience in the BPO sector in the Western Cape. After a stint at University, in 2003 where he obtained his degree, he relocated to the Western Cape where he worked in his first job and gained experience as Manager, Ops Manager. This great exodus of youth from the Eastern Cape to other Provinces is as a direct result of the lack of employment opportunities so they leave in search of greener pastures elsewhere.

Fired up with knowledge and filled with hope he later returned to the Eastern Cape where he started his own Company. The genesis of the organisation came from a deep desire and passion to provide job security for unemployed youth.

Once an unemployed young man himself, he understood the challenges faced by most, with personal experience of just how difficult it is to make it out there. When he headed to the Western Cape, he had no idea where he would live, what he would eat, or how he would even survive, but, he took the bull by the horns, ventured out to see what he could do to change his circumstances.

This passion is what drove him to open a small call centre with the purpose of upskilling disadvantaged youth particularly from rural areas and townships in customer care, sales and marketing – a fast growing field in the country and the world at large.



DASTILE WEALTH INSURE EAST LONDON CONTACT CENTRE LAUNCH

In 2018 the Nelson Mandela Bay Centre was opened with only 12 agents, but, that number would grow in 2020. of NMB. This 2020 launch had the blessing of then Executive was with Mayor, where we were able to sign an SLA with the Nelson Mandela Bay Metro to create 200 youth jobs within the first 3 years operation. This goal although fraught with challenges and difficulties has been surpassed in leaps and bounds, where DWI have already provided in excess of We are currently 300 jobs already. Almost 10% are youth with various disabilities, through a programme conceptualised by PMI and BPESA Eastern Cape in partnership with iCan a subsidiary of the Adcorp Group.



To date we have provided employment to 150 unemployed youth through the SA Youth programme, as well as learnerships for those who cannot afford to further their studies. SA Youth will be featured prominently at the June 16th youth day celebrations in the Eastern Cape.

In October 2021 a management decision was taken to expand its operations we decided to to open in East London, the Buffalo City Metro. There DWI started with providing jobs for 20 agents with once more a large percentage of youth being sourced from the National Pathway Management Network. The East London compliment is now close to 50 youth already and growing by the day.



Being that catalyst for the creation of job opportunities is DWI's priority and they are in the throes busy of creating an opportunity for a further 80 unemployed youth to study further utilising on the BPO platform. As partners with BPESA and INSETA the company creates opportunities for Learnerships, qualifications and opportunities for Eastern Cape Youth.

The Eastern Cape is a burgeoning hub of global business services with strong prospects in automotive, logistics and back office customer care and CX-support facilitated by highly competitive, productive talent with proven sociable and service-friendly skills.

DWI's commitment to the City is to create up to 500 jobs within the next 5 years with core focus on unemployed youth with disabilities and females, to upskill them through learnership programmes with services SETA.



This is DWI's vision for the Eastern Cape, with the support help of the Minister of Small Business Development Ms Stella Ndabeni Abrahams, Executive Deputy Mayor Princess Faku and key partners at the Metro.

International Provider Chooses South Africa for its Customer Service Outsourcing Needs

iContact BPO, a leading Business Process Outsourcing (BPO) provider along with BrainCX, a premium customer experience (CX) strategist and digital transformation expert, landed a large North American Telecommunications company in an outsourcing bid to South Africa – a win for Cape Town's burgeoning BPO industry.

iContact BPO specializes in inbound and outbound customer service and support, predominantly for international business clients based in the US, Canada, UK, Europe and Australia. iContact BPO is part of the Alefabet Holdings group which owns numerous collections and customer service BPO providers. BrainCX (BCX), based in the US, specializes in solving complex customer experience challenges and delivering top-notch CX strategies through call center, customer support, and technical support outsourcing for a host of multinational businesses. Companies focused on providing exceptional customer experiences go to BCX because of their experience, reputation, and credibility in the industry. iContact BPO and BCX joining forces is a partnership based on aligned values, commitment to excellence, and driving second-to-none results.

South Africa is an increasingly attractive option for outsourcing at a time when businesses across the globe are under enormous cost pressures and skills shortages.

"iContact's combination of our strategic locations, business intelligence tools, skilled leadership, educated skills pool with strong English language proficiency, labour arbitrage, rapid scalability and a strong financial case present our international clients with a powerful BPO value proposition in South Africa," explains Clinton Cohen, CEO of iContact BPO.

"Our partnership with BCX provides a highly strategic outsourcing solution for our shared clients. Together, we bring powerful insights and direction in building and designing the entire customer experience journey from end-to-end, delivering to our client a full stack of CX fundamentals, technology, processes, people, quality management, and infrastructure in a cohesive and fully loaded offering," adds Cohen.

Tariq Alinur, CEO of BCX adds: "There are many advantages of offshoring to South Africa and partnering with iContact BPO on this particular client. A significant advantage that South Africa has in its favour that goes far beyond the factors of linguistics, technology, and economics, is the empathy and work ethic of its people.

When it comes down to customer experience and cultivating a culture of empathy, South Africa's call center agents are well advanced in this vital customer service skill.

In terms of our decision to partner with iContact BPO, a lot came down to the approach of the leadership team and their willingness to work in a partnership approach with BCX to build the right CX strategy for our client. When a client is building their outsourcing model, the needs and technology requirements are not always distinctly defined - there is a need to build the strategy on a 'discovery' basis.

"In such a scenario, we look to work directly with experienced and collaborative executive teams that are willing and capable of building a CX model tailored to the client's needs, rather than enforcing a pre-determined playbook that may not be a good fit. This level of flexibility, agility, and engagement were key factors in our decision to partner with iContact BPO," concludes Tariq.

"The success of the partnership with iContact BPO and BCX is underpinned by delivering strong offshoring fundamentals, bringing together the best of customer experience, economics, quality BPO services, rapid scale when needed, high service levels, socially responsible supply chains, and an absolute commitment to the operational performance metrics that matter most to our shared business clients," concludes Cohen.

For more information visit www.icontactbpo.com and www.braincx.com





First Group Management untangles communication complexity with Genesys solution



Case study

Established in 2004, First Group Management is a specialist hospitality management company.

The company's contact centre in KwaZulu-Natal serves as a vital cog in the operation, managing outbound sales and collections, and inbound reservations and customer support calls.

"However, prior to 2019, we did not have a centralised contact centre solution. Each division operated independently of each other," explains Cecilia Bauer, Senior Manager, Core Operations at First Group Management.

"We used complicated routing strategies to connect inbound callers with the right department while fielding emails via independent mail clients. The outbound team was also using manual dialling methods, which was ineffective and time-consuming and was holding us back from revenue-generating opportunities."

Consequently, the company issued a request for proposals in 2018 and shortlisted four potential managed services providers.

"While multiple providers recommended Genesys Pure Engage based on the specifications issued in the RFP, Pivotal Data pitched the most comprehensive solution at the best price," continues Bauer.

The Genesys Engage solution completely transformed the business operation. After implementation, First Group Management empowered its agents to be more productive (in fact, agent productivity increased by 23%) and the company was subsequently able to field between 1500-4000 inbound

Challenges	<ul style="list-style-type: none"> • Centralisation of the contact centre. • Simplified routing strategies. • Automated and robust dialling methods. • Call quality improvement. • Remote agent routing to on-premises solution. • Agility and responsiveness in light of lockdown regulations.
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Lockdown's impact: "We realised that we needed greater flexibility in our contact centre solution to become a more agile and responsive operation, particularly in light of the challenges posed by strict lockdown regulations," explains Bormann.

Following extensive consultations with Pivotal Data, First Group Management decided to migrate to Genesys Cloud and Go-live when the company's Pure Engage contract ended.

"The cloud migration project kicked-off in November 2021 with scoping, and the solution went live in April, which is something we did not think was possible. The migration happened over a weekend and it was smooth sailing from day one," says Bauer.

Due to omni-channel integration, First Group Management achieved a 5% reduction in the average handle time. This is a critical success factor for them and their goal is to reduce by 40%. A feat possible thanks to their migration journey with Pivotal Data.

Importantly, the internal First Group Management team now enjoys more control and can self-manage the system to a greater degree via the cloud enhanced dashboards and reporting.

"This functionality gives us the ability to make changes to configurations on the fly – a process that could previously take weeks," adds Bauer. "And all agents can seamlessly and easily access the solution from anywhere with a reliable internet connection, which has enabled the company to permanently transition to a work-from-home operation," adds Bauer.

"Migrating the contact centre solution to the cloud environment has brought agility and simplicity to the operation," elaborates Bormann.

"The cloud migration also unlocked greater opportunities for autonomy through self-management capabilities, with the ability to instantly access and integrate new functionality with fewer on-site resources required, which has lowered operational costs with less time lost on logging service calls."

"The resultant business continuity ensured that we could remain close to customers and secure bookings during lockdown, which resulted in 100% occupancy across the company's portfolio when restrictions eased and pent-up demand drove holiday bookings. The solution was also able to scale effectively to ensure the contact centre could manage the higher call volumes during this period."

Remote working capabilities again benefited the business during subsequent catastrophic events in the region, such as widespread riots and flooding in the region, as well as persistent load shedding, which made on-site operations impossible.

"These factors affirmed the need for a solution that could maintain business continuity through uninterrupted system availability and support end-to-end remote working capabilities via a fully hosted cloud-based contact centre," continues Bormann.

The company has now embraced a Work From Home operation for all contact centre staff, which has helped to realise significant cost savings for the business in the form of lower operating expenses such as insurance and office equipment costs.

"The ability to integrate all departments and sites onto a single platform delivers better collaboration and has simplified internal communications. More importantly, it ensures business continuity by acting as a failover as regional outages no longer effect system availability," explains Bormann.

Ultimately, First Group Management achieved a 10% ROI in 4 months, and together with Pivotal Data have been named finalists at the Genesys Customer Innovation awards. Shortlisted as a candidate in the CX Mover – Best Cloud Implementation category. First Group Management's partnership with Pivotal Data has been hugely successful in its mission to untangle the complexities of their contact centre.



Pivotal Data is a specialist provider of contact centre, CX and enterprise communication solutions. We partner with organisations to architect digitally proficient contact centre operations by bringing together the ideal combination of local and global solutions and infrastructure providers to meet unique technology requirements. Drawing from our extensive global and local partner network, we build, manage and support bespoke, innovative omnichannel solutions to address unique needs and meet evolving consumer engagement trends. Partner with us to grow your business by simplifying your digital transformation, cloud and CX journeys and create a resilient, future-ready contact centre operation.

Visit us
Silverpoint Office Park,
22 Ealing Crescent, Bryanston
Building 1, Floor 1

Call us
010 476 0300

Email us
info@pivotalgroup.co.za



**In case you missed it,
Pivotal Data's CX Factor event was a hit!**

Our tech partners attempted to solve your contact centre challenges in just 15, short and sweet, minutes each.

We learnt how to:

- Create conversational experience that builds connections.
- Track and trend conversations in South African languages and dialects.
- See as much as a 30% increase in call answer success rates.
- Grow your customer lifetime and value.
- Recruit and retain the best agents.

Want to know how?

Watch the event here [▶](#)

Find best-fit talent in one convenient location



Pivotal Talent's jobs marketplace is an ideal platform for recruiters that want to quickly and easily find career seekers who are eager to work and possess the experience, skills and interests the employers want and need.

The best candidates in one place

Pivotal Talent is a solutions provider that uses augmented intelligence and predictive analytics to profile, screen, and finally rank candidates according to their inherent skills, predictors of performance and potential relative to 22 specific job roles across multiple industries.

A growing talent pool awaits

Job seekers can register and complete the skills assessment for free online from anywhere in the country. The solution verifies assessed candidate identities against Home Affairs in partnership with Secure Citizen.

Assessed candidates are ranked and their profiles are added to the relevant job role category on the platform.

Easy to use solution

Registered recruiters can access the candidate portal, which boasts an established talent pool

Get in touch

To register as a recruiter, please contact Tana Hall at tana@pivotaltalent.co.za or +27 78 8718745

of over 120 000 assessed job seekers with new candidates added daily.

Easy navigation and an intuitive user interface simplify discoverability for recruiters via the online interactive portal.

Features

- Granular keyword search capabilities
- Search according to job role specifications
- Candidates automatically listed in industry-specific buckets

The fully automated solution filters results and ranks the most appropriately suited candidates according to the job specifications or role first.

Benefits

- Candidate identity is verified against Home Affairs
- Fraud listing enquiry
- The rank list makes it quick and easy to find the best-fit candidates
- AI-based assessments remove human bias in the selection process
- The solution provides more accurate results than other psychometric testing or neuroscientific assessments
- Value for money on every CV accessed



National Youth Day audience with President as Sigma Connected is hailed for tackling unemployment

A Western Cape business outsourcing company has attended a high-profile event where President Cyril Ramaphosa asked about the industry and the firm's growth plans, as well as praising the company for its ongoing work to tackle youth unemployment.

Sigma Connected, which offers customer contact centre services in the energy, utilities, telecommunications and finance sectors, was the country's only BPO invited to the Youth Opportunities Expo as part of this year's 46th Annual Youth Day.

The company's David Neale and Aeysha Coetzee attended the event following an invite from Harambee due to the successful partnership work Sigma has undertaken to employ over 1,000 people from disadvantaged backgrounds through Impact Sourcing.

Sigma currently employs 60% of its staff in Western Cape from disadvantaged backgrounds and earlier this year announced plans to create over 1,000 jobs across South Africa, including in Cape Town's Mitchell's Plain – becoming the first BPO to open offices in the township.

The Youth Day event, held at Mthatha Stadium in the Eastern Cape, saw the President addressing the nation and over 500 national delegates and 1,500 young people where he set out plans to tackle youth unemployment.

David Neale, managing director of Sigma Connected South Africa said: "There are currently 70% of young people aged 18-35 unemployed across the country so it is vital everything is done to create opportunities in the coming years.

"Through Impact Sourcing, SA Youth, Harambee and working with Shadow Careers are just four areas where we have been successful and we are extremely proud to have brought jobs to people and communities where opportunities aren't always there.

"To be at this week's event in Mthatha was a huge moment for the whole of Sigma Connected as it recognised our efforts and success in tackling unemployment – especially following the pandemic.

"The BPO sector, where we support clients across the world, is rightly seen as the perfect industry to help disadvantaged young people into jobs due to the opportunities, support and training it provides. Our move to open offices in Mitchell's Plain in the next few weeks is a perfect example of that.

"To discuss that directly and showcase our success with many government officials and other professionals this week was an extremely proud moment for us and we look forward to making a greater impact in the months and years ahead."

Attending the event comes only weeks after Sigma Connected won a record breaking nine awards at the 2022 Cape BPO Awards – including the Impact Sourcing Partner Award in recognition for the work the company is doing to create jobs.

Last year, the company was awarded the Broad Based Black Economic Empowerment (B-BBEE) New Compliance Certification – Level 1 by the government for its work to support people from disadvantaged backgrounds.

South Africa's National Youth Day commemorates the Soweto young uprising of 16 June 1975.

For more information on the Sigma Connected Group and its services readers can visit www.sigmaconnected.com/za



The Art of Possibility, never stop believing – Dream it, build it and they will come!

2008 saw international philanthropic organization Rockefeller Foundation working with their African office to consider how to support the largest youth contingent on the planet with future work opportunities. It was quickly agreed that literacy of the future is digital and the Foundations, Digital Jobs Africa (DJA) project was borne.

South Africa became a key partner in the DJA project with the GBS sector and several youth employment intermediaries putting up their hands to work with the Foundation in the locating, engaging, supporting, and training of under and unemployed youth to bring them into the growing BPO sector.



Fast forward to 2016 and the Global Impact Sourcing Coalition was borne and launched out of Johannesburg, South Africa as a Centre of Excellence (CoE) within the Impact Sourcing space. Understanding many of the barriers of marginalized communities, in particular unemployed youth in South Africa has become a key focus for the GBS community. Innovative frameworks and solutions have been tested and put in place to mitigate the scourge of rising levels of unemployment. With broad understanding of the negative impact of previous spacial planning laws the country had, a few future-thinking individuals have long held the belief that setting up operations closer to the talent pools will be part of the solution.

It is therefore with great pride and celebration that BPESA attended the official launch of the first in-community BPO and Training Academy on the 7th July 2022. BPESA member companies, global BPO, Sigma Connected South Africa and South African borne, demand driven, youth engagement training academy, Shadow Careers ignored the nay-sayers.



The founders of Shadow Careers who have always held a vision of the GBS sector moving business to where the majority of its' people live, together with Sigma forged forward in a partnership that has resulted in a world class outfit in the middle of a South African township community.

Watergate Centre, Mitchells Plain in Cape Town is now home to a best-in-breed 120-seat training centre and with hundreds of young South Africans from the local community securely employed. The partnership from training to placement has reported a 95% success rate resulting in a life-long positive impact on these young lives. The investment into the community has far reaching constructive knock-on effect onto the individual, their families, and the broader community.

The launch of the facility ties into the industry co-created SA GBS Masterplan which has firmly established the industry as a priority sector in the country. This close collaboration and partnership between industry, government and social partners is testament to what can be achieved when working together. The Masterplan sets out a roadmap towards realising the 500 000 jobs via the sector and the launch of an in-community facility is a key part of the puzzle and achieving the goals.



Shadow Careers
This is "Shadow Careers" by Shadow Careers on Vimeo, the home for high quality videos and the people who love them.



With forward thinking BPO partners such as Boldr, EXL and Sigma Connected South Africa supporting and linking with youth engagement organisations such as Shadow Careers, this is the first of many innovations firmly establishing a solutions-oriented mindset the GBS sector has become known for.

To see more, please view the heartfelt videos from the partners.

the knowledge partnership.

BPESA is proud to present the return of The Knowledge Partnership Masterclass Series in collaboration with The Knowledge Group (tkg).

BPESA endeavours to contribute to building the capability of the member ecosystem in the international buying cycle.

About the masterclass series.

The Knowledge Partnership Masterclass Series returns with the aim of leveraging tkg's collective robust global knowledge to up-skill BPESA members. We aim to provide guidance on how to build organisational capability and gain further exposure in the international marketplace. Our educational and interactive masterclasses will cover both micro and macro elements, including people, process and technology. The series is hosted by experienced subject-matter practitioners, including the tkg Exec and their sector-professional guests.

Masterclasses in this series.

- understanding the buying cycle (catch up with this masterclass on our YouTube page).
- succeeding within the GBS sector.
- doing the things that matter.
- making the most of opportunities.

Part two. succeeding within the GBS sector.

The second masterclass will explore the topic of "Succeeding within the GBS Sector". During this masterclass, the speakers will discuss how emerging channels and platforms can work for your organisation. This masterclass will take place on Wednesday 10th August 2022 from 10:00-11:30 via Zoom webinar. More information will be released via email, website, and our social media pages in the coming weeks on who is speaking. We would like these masterclasses to be as collaborative as possible, so please come prepared with questions. We look forward to seeing you there.

Register for the masterclass series now, by heading to the BPESA Events' Calendar.

welovetoknow.com

hello@welovetoknow.com

To watch part two: [CLICK HERE](#)

Managing Customer Experience of your Customer's customer

A new report by market researcher, 'Knowledge Executive' shows Africa's Global Business Services (GBS) is expected to grow to nearly \$20 billion by 2023. The company published the findings in the 2021 Africa Global Business Services (GBS) Benchmarking and Market Report. It then revised growth numbers northwards in 2022, confirming that South Africa is the continent's largest GBS player by market share.

Read this along with Everest-Group-South-Africa's-GBS-sectors-value-proposition report which quotes that mainstay of the GBS industry, Contact Centers account for 73% of the headcount, with companies shifting towards omnichannel delivery and adoption of automation and chatbots, to enhance customer experience.

While SA-GBS is already offering significant Cost Arbitrage for Voice and Non-Voice Services; conducive Digital Business Environment, Distinctive advantages in English talent, youth population to its GBS- Call-center-industry-customers, it is important that we start focusing on adoption of Automation, digitization across verticals, with special focus on CX touchpoint monitoring. How well is industry Managing, 'Customer experience of its customer's customer' is a key performance indicator for principal parties. Companies that have adopted new technology and effective workways in this aspect are growing at a faster pace and are winning client's confidence for more business.

Independent studies and surveys done by market researchers highlights that organizations are losing out in absence of total quality monitoring systems. They are struggling with poor sales and collections, Poor CSAT and higher repeat volumes, more penalties and no rewards. In-fact significant number of companies have lost customers on account of poor customer experience management processes.

While it is a no-brainer that organizations must move from excel or similar systems to manage quality through an automated & digitized Quality Monitoring system, study reports that leading QM systems are extremely costly, require CAPEX spends and are inflexible in design, reporting and control.

In absence of QM systems, companies are struggling with:

1. Long learning curves of new hires resulting in higher costs
2. No visibility and control on Feedback and coaching processes and hence poor CSAT
3. No visibility on quality of Coaching
4. High In-office shrinkage – cost leakage
5. No visibility on the time spent on coaching
6. Effort intensive and error prone reporting – big detractor for principals
7. Dashboards being fractured and distributed
8. No visibility resulting in delay in decision making – and hence no improvement in metrics

Industry is looking for a QM system that can help:

1. Pre-evaluate 100% of transactions using text analytics
2. Automate Sampling process and make it un-biased
3. Automate calibration, Audit the auditor, TNI processes
4. Provide automated actionable, one click drill-down reporting framework

Risk and fraud attenuation is another area where robust QM systems can play an important role. Auditing select samples basis key phrase extraction, sentiment analysis around specific topics is important to manage customer's customer experience.

TransMon a BPESA member, is a Software as a service provider, which has developed a QM product which is 'by the market, for the market and of the market.' It is solving above issues with its license base of +60,000 licenses across the globe. STARTEK, another BPESA member has successfully adopted TransMon – QM product for few of its largest processes. STARTEK has already reported business gains with improvement in CSAT post implementation of TransMon.

For more on TransMon features and benefits, click the button below:

CLICK HERE

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Regional Stories



#StrongerTogether

Inclusive Growth: Eastern Cape



#StrongerTogether
Business Process Enabling South Africa

As with any story, there is a protagonist and a sidekick. This comes with an origin story where we find out how the protagonist either got the superpowers, main goal or why they assume that role. The sidekick is no different, often misunderstood, seemingly rebellious, but a key element in the protagonist carrying out the main goals and objectives. Yes, we love a good story.

MMT Consulting is no different. The formidable duo is a mother and daughter team from the friendly city of Gqeberha. One could say the protagonist is Mandisa Tabata, Managing Director and the sidekick, Siyanda Mpambani, Marketing Manager. Each of them bring their own experience and skill set to the party which has seen MMT Consulting survive and operate well even a pandemic.

Mandisa Tabata's experience in medical aid through her work at Medscheme and managing one of their contact centre's, coupled with her academic qualifications in Psychology, prompted her to venture on her own and start MMT Consulting, now over 20 years ago.

This was at a time when "starting your own business" was not fashionable and she had to navigate the financial industry. Due to her commitment to not only her professional relationships, but her personal touch with her clients.

Siyanda Mpambani's experience came from her Brand Management and Communication qualifications. She has worked in support roles, more recently qualifying as an International Audi Service Advisor. Her experience of over 5 years in the automotive industry coupled with her creative side makes for a good team at MMT Consulting.

Mandisa grew her operations amidst many challenges and has managed to create a healthy business that is accredited and recognized by her peers. The pandemic was the catalyst that prompted Siyanda to work full-time in what her mother has built and this has worked well with other staff to make MMT Consulting even stronger.

Sis' Mandy, Tabata affectionately known has, continually developed and sought out positive business relationships. This is evident in her international travels to the United States for business implementation ideas as well as her exhibiting in Germany at the Hannover-Messi Trade Fair. With the history of South Africans as exiles, there's a South African in every country.

Her global-mindedness has kept her abreast of industry changes and informed, with a keen interest in having an international footprint. Her love for travel made this quite easy for her while of course spotting vintage finds as her side passion. Mpambani, said to sound like her mother, has had her own development before committing full-time to MMT Consulting. Growing up under the Mentorship of an entrepreneur mother, she has never been afraid of starting something new.



This was evident with her selection to the US Embassy to South Africa's Academy for Women Entrepreneurs. This was partnered with being part of Propella Innovation Hub's Technology programme for her creating a digital automotive platform.

This saw her being featured on Forbes Digital 25 Young African Founders selected for a PR Mentorship. With family and community in mind, the duo share a love for good food and sharing recipes.

You cannot deny that this combination of experience, passion and family are the key fundamentals of keeping MMT Consulting progressive and successful.

MMT Consulting are an established authorised Financial Services Provider, also accredited to sell insurance products as well as medical aid products. We are an accredited and licenced by the Financial Services Conduct Authority and the Medical Schemes Council. They currently have contracts with the major Medical Schemes, namely; Discovery; Bonitas Medical Fund; Bestmed; Keyhealth; Medshield; Momentum and Sizwe Hosmed .

The staff at MMT Consulting are more than able to assist companies in choosing and maintaining suitable, practical, and holistic healthcare/medical aid packages. Joining BPESA comes at a time where we are reaching for new heights in the health sector, the sky is indeed limitless!!

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Take advantage of our service offering for your staff today!

Contact MMT Consulting to book a presentation for your HR/Management team where we assist your staff in utilizing their broker benefit in their medical aid. Staff not on medical aid? Let us find a perfect match for your company needs while giving your staff value in their benefits. No additional charge to you for our consultation, free broker support for the duration of membership to a medical aid.



The mother and daughter duo Nomonde Pakati-Ndlebe and Noxolo Ndlebe, have been in partnership for over a decade, while the mom has worked in mainstream insurance for over three decades. Noxolo on the other hand, has been in the industry since 2005, in what was meant to be a brief arrangement at the time. Under the guidance of her mentor, the late Mr Mzuzu, Old Mutual, Nomonde Pakati-Ndlebe started off as an Advisor and gradually moved up through the ranks in the insurance sector.

In 2009, after more than a decade in the game, Nomonde Pakati-Ndlebe took a leap of faith and decided to venture into brokerage, but before she could do that, she had to dedicate a full year and work for a broker, in order to be eligible to apply for her own licence with the FSCA, the following year.

Noxolo Ndlebe, began her journey in the insurance sector as a Call Centre agent with Old Mutual back in 2005. Who would have known that she too would follow in her mother's footsteps in the insurance industry and be the co-owner of the family business. She too has risen in the ranks and has been promoted to various roles within the insurance industry with companies such as Old Mutual, Momentum, Metropolitan and Assupol, to name a few.

As she gained more experience and became a seasoned advisor, she grew more interested in building teams, formulating sales strategies that would better equip her sales teams with the necessary skills to succeed in the market place.

Working in the call centre in the early days of her career, is the best thing that could have happened to Ndlebe. She says that her humble beginnings built her character and strengthened her disposition for sales in one of the most competitive industries in the world.

Pakati says, going independent seemed like a great plan, until challenges of taking this route presented themselves. She says they have learnt from all the challenges they have ever faced and continue to soldier on. She added "through the years we have managed to improve our service offering by collaborating with partners that are relevant to each specific client need".

Ndlebe added that the versatile market they service together with the products that speak to the people, and their insurance needs, have allowed the company to improve over the years and they share clients' individual and unique concerns.

Pakati-Ndlebe Brokers are looking to expand the business, while they are doing their bit to give back to society, by offering learning and training opportunities to unemployed youth in order to combat the crisis of the scourge of unemployment in the Eastern Cape and the country at large.

Currently, they have 10 interns in various programmes funded by Inseta, and they are hoping to grow the number gradually. Pakati says that Covid fixed their reasoning for diversifying and expansion, adding that it taught them to never put all your "eggs in one basket".

She added that the insurance sector is huge and diverse and thanked business platforms like BPESA, through their regional representative Lynn Davis, who ensure that they develop and grow in the BPO space.

When asked what sets them apart from other brokers, they say that products they offer range from Retirement Annuities, Investments, Life Covers, Disability, Critical Illness, Group and individual Funerals, Employee Benefits to Medical Insurance for Small Enterprises. "We offer solutions that make sense, we are the solution that makes sense" says Ndlebe.

According to the mother and daughter duo, they are available on all social media platforms and they attend to client queries meeting clients at the point of need and where they are. They engage on Whatsapp number as well, even after hours they make themselves available to their clients. As one of the best in the business, Pakati and Ndlebe pride themselves in their solutions oriented approach.

You can reach Pakati-Ndlebe Brokers:

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Mobile : 073-532-3202

Facebook: Pakati-Ndlebe Brokers



KZN Youth Stories



#StrongerTogether
BPI:SA

Nkululeko Mgenge

Nkululeko was born in Richards Bay and moved to Durban to attend school. Not having the funds to attend university, he worked as a merchandiser for Spar. However, he knew he was destined for greater things and driven by ambition; he applied for a sales agent position at Ignition. Four and a half years later, he moved across to Talksure, and four more years after that, he now finds himself a team leader.

Nkululeko acknowledges that his determination and hard work got him into a management position, a position he has aspired for. However, life has not always been easy as a team manager. Transitioning from dialer to manager has meant that his friendship dynamics have changed, and many of his friends have now left his side. However, this has not stopped him from reaching for greater heights.

The BPESA Leadership programme has taught him a few valuable lessons in leadership and management. It has taught him how hard work gets you to great places. Furthermore, he has learnt that self-awareness is an essential attribute to outstanding leadership. You need to know your goals, set them and understand your goals. Finally, a great manager sees the world through his team's eyes and comes to their level to solve issues.



S'nethemba Mbatha

S'nethemba grew up in Phoenix. A daughter to a single parent, she began studying mechanical engineering. However, she could not afford to keep studying and had to change her dreams. She was in debt collections for a year while studying. A year into it, and no finances meant that she had to make alternative plans, so she looked around and found herself at Talksure as an agent in 2019 with no sales experience.

S'nethemba is a true example of try, try and try again. She worked hard and was dedicated to her job. With excellent sales figures, a dream to be a manager and a lot of grafting, she found herself with an opportunity to present for the position of Team Leader. However, she did not originally succeed. Distraught, she went back to the dialler. This time was not wasted as she spent the next while introspecting and discovering her strengths and weaknesses. One day she approached her manager and requested a second chance. Upon completing her presentation, she was awarded the position of Team Leader. Now, armed with new responsibilities and a new sense of self-worth, S'nethemba has grown and strives for more significant managerial positions.

The BPESA Leadership programme has shaped S'nethemba's leadership style. It has helped her understand that leadership is about seeing the world through the eyes of her team and standing in their shoes. Leadership is about self-awareness as well. Thanks to the leadership programme, she now knows the purpose of her life and where she is going.



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